Doc ID: 6555877

INFORMATION ASSURANCE DIRECTORATE

IAD MANAGEMENT DIRECTIVE 307

DATED: 23 September 2014

(U) COMMUNICATIONS, MARKETING AND MULTIMEDIA PRODUCT SUPPORT

(U) PURPOSE AND SCOPE

(U) This Directive establishes policy, prescribes procedures, and assigns responsibilities for establishing a collective and cohesive communications, marketing, and multimedia product development framework to support and promulgate the image of the Information Assurance Directorate (IAD). The IAD image shall effectively convey IAD's messaging to the workforce, clients, partners, and stakeholders, and represent the Directorate in a strategic and purposeful manner.

//s//
DEBORA A. PLUNKETT
Information Assurance
Director

(b)(3) – P.L. 86-36

(U//~~FOUO~~) DISTRIBUTION:
I2, I3, I4, IE, IE41, IE5, IC, IV, AGC (IA/CS), DJ6 (VR), DP2 (VRD/Archives)

(U) RELEASE:
No section of this document shall be released without prior approval from the IAD Policy Branch (IE411).

(U//~~FOUO~~) OFFICE OF PRIMARY RESPONSIBILITY (OPR):
IAD Mission Outreach Services (IE5), 968-4095 (Secure),

(U) POLICY

1. (U) IAD will produce quality, cost-efficient *communication, marketing, and multimedia products* in accordance with NSA/CSS Policy 1-30, "(U) Review of NSA/CSS Information Intended for Public Release," NSA/CSS Policy 10-6 "Public Media and Community Affairs," NSA/CSS Policy 10-7 "NSA/CSS Multimedia Information," and NSA/CSS Policy 10-8 "NSA/CSS Printing Authority" (References a-d).

2. (U) All IAD information and products intended for *public release* shall adhere to NSA/CSS Policy 1-30 (Reference a):

    a. (U) IAD is the Pre-Publication Review Authority for IAD products. This authority was formally delegated, by the Associate Directorate for Policy and Records (DJ) to IAD in November 2012. IE5 serves as the process lead for pre-publication review of IAD information;

    b. (U) All IAD products intended for public release (with the exception of resumes) must be submitted to IE5 for pre-publication review via the Pre-Publication Form. Such IAD information may include briefings (slides and speaker notes), talking points, capability packages, articles for magazines and technical journals, tour reports authored as a cooperative education requirement (brochures, videos, and graphics); and

    c. (U) Resumes must be submitted directly to Information Security Policy (DJ2) via the Resume Review Procedures.

3. (U) IAD will use established IAD marketing materials (*logos*, templates, color palettes, tag lines, etc.) for communication, marketing, and multimedia products.

4. (U) IE5 shall serve as the IAD focal point for communication, marketing and multimedia products, as specified in this Directive.

5. (U//~~FOUO~~) All IAD *multimedia information* activities will adhere to Reference c. IAD organizations desiring multimedia support, as described in Reference c, shall first contact IE5. All IAD multimedia requests to the Office of Multimedia Solutions (DN2) and/or Publishing Management (I3119) must be coordinated by IE5 to promote optimum use and cost efficiencies.

6. (U) For efficiencies and coordination of external (contracted) support:

    a. (U) IAD organizations desiring external support for communications, marketing, or multimedia products will first discuss requirements with IE5 to determine if an in-house solution [IE5, I3119, DN] is feasible; and

    b. (U) IAD will maintain an Indefinite Delivery Indefinite Quantity (IDIQ) contract by which IAD organizations may secure professional external marketing and multimedia product development support when such support cannot be provided in-house;

> i. (U) IE5 will serve as the Contracting Officer Representative (COR) for the IDIQ contract; and
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> ii. (U) The IDIQ will provide a contractual vehicle for external support to IAD organizations, secured by IAD funds.

    c. (U) IE5 will work with NSA contracting organizations to secure contracts for external marketing and multimedia product support to multi-agency working groups where IAD will have execution authority, secured by funding provided by other government sources; and

    d. (U) IE5 will consolidate communication, marketing, and multimedia cost expenditures from across IAD on an annual basis and report all such IAD expenditures (to include IAD IDIQ and any other) to the IA DIR.

7. (U) The IAD Communications Engagement Council shall serve as the forum for IAD to collectively discuss and build the most effective and efficient communications, marketing, and multimedia strategies and products to meet both internal and external requirements.

8. (U) Any exceptions to this policy shall be coordinated through IE5.

(U) ROLES AND RESPONSIBILITIES

9. (U) The Associate Deputy Director, Engagement (IE) shall approve the IAD Communications Engagement Council co-chairs.

10. (U) The Chief, IAD Mission Outreach Services (IE5), shall:

    a. (U) Ensure IE5 acts in a consultative capacity for any communications, marketing, and multimedia services as requested and as directed;

    b. (U) Act as the development lead for:

> i. (U) Marketing and/or communications strategies that address IAD corporate initiatives;
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> ii. (U) All IAD marketing materials to include: IAD logo designs, IAD corporate briefing templates, IAD image color palette and tag lines, PowerPoint templates for IAD briefings, and Word templates for IAD documents;
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> iii. (U) Senior level briefings or briefing materials, if requested; and
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> iv. (U) Any additional requirements as tasked by IAD leadership (e.g., newsletters, accomplishment reporting).

    c. (U) Review and address any endeavors to deviate from the common and consistent IAD messaging perspective (depending on the product, other reviews and approvals may be required) for:

        i. (U) Communications to the IAD workforce (for example: *IADall* messages, announcements);

        ii. (U) Presentations prepared by IAD organizations for IAD-hosted external events (e.g. the Information Assurance Symposium) or commercial events;

        iii. (U) IAD web pages on SIPRNET and the UNCLASSIFIED web presence on nsa.gov and iad.gov; and

        iv. (U) Video products that will be used to reach an external audience.

11. (U) IAD organizations shall:

    a. (U) Use approved IAD marketing materials (e.g. logos, briefing templates, color palette, tag lines) to ensure unity of messaging;

    b. (U) Consult with IE5 as IAD's communication, marketing, and multimedia experts to ensure IAD communications, marketing, and multimedia products represent the IAD image in a strategic, purposeful, and beneficial manner;

    c. (U) Include IE5 representatives when meeting with a communication, marketing, and multimedia vendor (for example, when meeting directly with external designers, include IE5 representatives for awareness);

    d. (U) Enable IAD to grow cost-efficiency in contractual support by providing feedback to IE5 on IE5, I3119, DN, and contracted services—thereby ensuring IAD can mature in-house capabilities to meet mission requirements;

    e. (U) Ensure products are reviewed by their respective organization's Classification Advisory Officer (CAO) and/or subject matter expert (SME) prior to submitting it to IE5. Organizations shall provide the names of the CAOs/SMEs to IE5 for reference; and

    f. (U) Provide representative(s) to the IAD Communications Engagement Council.

12. (U) The IAD Communications Engagement Council shall:

    a. (U) Be co-chaired by two IAD Engagement representatives;

    b. (U) Consist of at least one representative from each IAD Deputy Directorate and Associate Deputy Directorate, who shall:

i.   (U) Be responsible for informing respective organizations about communication, marketing, and multimedia initiatives;

ii.   (U) Provide regular updates about respective organization's communications, marketing, and multimedia requirements and products; and

iii.   (U) Coordinate with appropriate subject matter experts, technical directors, and leadership from respective organizations to review and shape communication, marketing, and multimedia initiatives, as requested.

(U) REFERENCES

13.   (U) The following references apply to this Directive:

a.   (U) NSA/CSS Policy 1-30, "(U) Review of NSA/CSS Information Intended for Public Release," dated 10 May 2013.

b.   (U) NSA/CSS 10-6, "(U) Public, Media, and Community Affairs," dated 17 March 2006.

c.   (U) NSA/CSS 10-7, "(U) NSA/CSS Multimedia Information," dated 1 May 2013.

d.   (U) NSA/CSS 10-8, "(U) NSA/CSS Printing Authority," dated 22 June 2012.

(U) DEFINITIONS

14.   (U) Communication, Marketing, and Multimedia Products: For the purposes of this Directive, this term refers to written communications, presentations and associated talking points, graphic design, logos, corporate templates, color palettes, posters, brochures, and all other messaging vehicles that collectively represent and convey the IAD Image.

15.   (U) Logo: An unclassified graphical representation of an NSA/CSS-related special office, mission, program, or project.

16.   (U) Multimedia Information (MI): A combination of more than one of the various visual media with or without sound used in a single production. Visual media includes still photography, computer-generated graphics, streaming media, video recording and editing with or without sound, graphic arts, visual aids, models, displays, visual presentation

services, interactive DVDs, web page design and development, and the support processes.

17.   (U) <u>Public Release:</u> The decision to retain or to show or reveal official NSA/CSS information whether orally, in writing, or through any other medium, to one or more persons who otherwise do not have the appropriate access authorization, security clearance, and/or need to know to receive such information upon determination that the release will not harm the national security or another legitimate Government interest.